

Chairman: Herschel Drake
County Agriculture Agent
Montgomery County

We have a partnership going this morning. Howard Phillips and Joe Donnemeyer. These folks are both from the National Rural Crime Prevention Center, and on the faculty at Ohio State University in the Department of Agricultural Economics and Rural Sociology. I'm not going to say anything about their ranks. The good looking tall gentleman, Mr. Phillips I understand, is going first because of his seniority. The younger gentleman who graduated from a University somewhere out of this country, University of Kentucky I understand, will appear later on in the program and we will let Mr. Phillips tell you when. Mr. Phillips.

EXTENT OF CRIME AGAINST FARM RETAILERS
AND SUGGESTED REMEDIES

Howard Phillips
Joe Donnermeyer
Department of Agricultural Economics & Rural Sociology
The Ohio State University

Thank you Mr. Chairman. Good morning. Around the first of October or early November, Gene Cravens, whose office is across the hall from us, approached us about doing something on the subject of crime prevention. Well, we are with the National Rural Crime Prevention Center, but we had to admit we didn't know a whole lot about roadside marketing problems related to crime. And so we talked to Gene about it, and he agreed, and many of you agreed, to help us out in that regard. We put together a six or eight page survey and shipped it out to all of the people on the conference mailing list, which I presume most of you are on. We have to date received in excess of 200 returns, We didn't get it out until just before Christmas. From the results of that survey this morning we want to do two things. The first thing is to discuss the problem of crime as it relates to roadside retail marketing, and secondly we will spend some time on the concept of prevention. So at this point I will reintroduce Joe Donnemeyer. Come on up Joe. Joe is going to talk about the survey results and I will allude to them in the second part of the program where I'll speak particularly to the prevention of crimes. Joe.

DONNERMEYER:

Thank you very much. Good morning. As Howard mentioned, thanks to the conference mailing list we sent out about 1200 copies of this particular questionnaire. It may be familiar to most of you. Several of you may have answered it. We did this survey to find out exactly what types of crimes occur to farm retailers, both U-Pick and roadside markets; to find what the cost of crime were for operators like yourself; to find out exactly what types of security you presently have; such as watchdogs, alarm systems, etc; to find out who was most likely to have a crime committed against them; and who are those lucky operators who don't seem to have a problem with respect to crime. Finally, we wanted to see if there was a difference in the crime rates between those operators who practice good security and those who don't.

Now, 230 of you responded to our questionnaire. Thank you very much. By the way, we are going to mail the survey out again and ask the other individuals who haven't returned it yet to please respond. I'll put a plug in if any of you do receive our second letter which will go out at the end of this week, if you fill it out, we would really appreciate it. Whether or not you have had a crime committed against you, it doesn't make any difference; we would sure like to compare the group that doesn't have a crime problem with the group that does so we can figure out some of the reasons why some people are so lucky and others are not.

From the 230 farm retail marketers who responded to our survey, 344 separate criminal incidents were reported for the year 1979. Now how does that break down. Well, 34 percent of the operators that returned the survey said that they had at least one shoplifting incident occur to them; 19 percent listed at least one employee theft; 45 percent listed at least one instance of vandalism; 23 percent at least one burglary; 23 percent mentioned a larceny/theft; and only 4 percent reported robbery. Larceny/theft refers to a theft that occurs outside of your buildings, like that of tools or equipment left outside of your market building. Now, interestingly, over 3 out of 4 persons that responded to the questionnaire have had a crime committed against them in the year 1979, just with respect to the retail market operation alone. And another interesting fact is that it was more likely for a farm market operator to report two crimes than to report only one crime. History has a way of repeating itself. In other words if you've got a problem, it tends to be a regular pattern of some kind or another,

Now, of those 344 incidents that were listed, 26 percent were shoplifting incidents. That was the second highest in volume. The first highest was vandalism, with 39 percent. By the way, it seems like every time we do some sort of research on the nature of crime that has taken place in rural areas, vandalism ranks at the top. That seems to be the number one problem. As you can see, the number three and four problems were burglary and larceny/theft. Employee theft only made up 9 percent of the incidents reported by you. Robbery was way down the list again. In fact, out of all 230 returns, we only had one operator state that he had a robbery occur to him in the year 1979.

Let me perhaps define these a little bit. Shoplifting is when a customer tries to walk out with your goods without paying for them. Employee theft is when an employee tries to do the same thing. Vandalism is malicious destruction of property. Burglary is breaking and entering. If somebody breaks into your market and steals a couple hundred dollars worth of produce, that is a burglary. Robbery is when they come up to you with a gun and use force of some kind or another in order to take your money or your merchandise. Finally, larceny/theft refers to thievery where there is no breaking and entering. Somebody takes a tractor from the field or takes equipment from outside of the building. They don't have to break into the building itself.

What is the cost of crime to you, at least according to what you have told us. The average cost of a single shoplifting incident was \$52; and for employee theft \$84. I was really surprised that the average cost of one act of vandalism, based on the 344 incidents you told us about, was \$83. That is a lot of money. Most people think of vandalism as Halloween styled, sort of thing. Soaping windows, draping the toilet paper all over the yards, etc. Well the more we look at it, the more we find out that vandalism is a very malicious type of behavior, and can be very costly. The average cost of a burglary was \$191; and of larceny/theft was \$67. Burglary was the most expensive, but it didn't happen half as often as the vandalism. If you add up the number of vandalism incidents and multiply it by that \$83, you'll find out that vandalism was the most costly thing that happened to you, based upon your answers to this survey.

Another set of questions we asked you on this survey was - What kind of security measures do you have in your operation? Well, 22 percent have a watchdog, and specifically a watchdog, although it may double as a pet. Only 12 percent have an alarm system; and most have a single type of alarm, like a silent or noise or light alarm. About a third of you have combination of one of those three types. Now a silent alarm, (37 percent of those who have an alarm system have a silent alarm) is the kind that if someone tries to break into your market place, it is set up like an ADT system where somebody away from that business is notified that there is a breaking and entering. The noise alarm is the type where if someone is trying to break into your place, the alarm goes off and makes noise there on the premises. Finally the light alarm is the kind that if someone is trying to break and enter, they trip a switch and the lights go on in the place. Those are the three basic alarm systems available today.

Three quarters of you lock your market buildings at night. One thing I thought was kind of interesting was that over half of you leave merchandise out on display overnight, outside of the building. The average estimated value of merchandise left out was nearly a thousand dollars. Thirty four percent of the markets that responded to the survey have a check out lane. Among the U-Pick operators about half of you have a customer check out before the customer gets to the car. Among those who allow the customer to get to the car before check out, 71 percent check the trunk to see if in fact they are paying for everything they have. We had several individuals in the survey describe how people would use their wheel wells as places to hide berries, and peaches and everything else. I don't know if you all have had that experience, but I suppose so. Some people keep

their spare tire at home and load up the car and only pay for half of what they have. That seems to be somewhat of a common type of shoplifting. Finally, and something that Howard will mention, is that about half of you have worked with local law enforcement agencies at one time or another, either in security survey or for simply trying to get some kind of advice from them. One question we wanted to look at closely, but haven't done as definitively as we intend to, is who among the people who returned the questionnaire are the victims of crime and how do they differ from the people that didn't have crimes occur to them. You people with a U-Pick operation only, are in good shape. U-Pick only, operators were less likely to be the victims of a crime at least in 1979 than persons who run a farm market or a combination of the market and the U-Pick operation. I think probably one reason for that is that U-Pick operations are possibly out in the country a little bit more, or off the main road a little bit more and are not as vulnerable. However, some of the U-Pick operators were mentioning that a favorite game (and it seems to be true here in Ohio recently in terms of another study we are doing) nowadays is for kids to get those four wheel drive jeeps and vehicles and take them over hills and dales and across corn fields, over bushes, through berry patches and everything else. We are doing a study among county engineers in Ohio and that seems to be the favorite way to knock over road signs nowadays. Operations with a fully enclosed building were about twice as likely to be victimized as operations that use only the open shed type of buildings. That is particularly true with shoplifting. Probably it is because a closed building has a lot more merchandise; there are a lot more items in it that look valuable and attractive to the amateur criminal. We are really not talking about a professional criminal here.

The more months you are open, the more likely you are to be a victim of a crime. Boy, how can a professor get up here and say something like that, that is pretty obvious, isn't it? Well the surprising thing is that the difference isn't all that great between the fellow that is open twelve months out of the year and the fellow who is only open two months out of the year. The guy who is open all year round is more likely to be victimized one way or another, but the fellow who is open two months out of the year is not that far behind. Just because you may only be open for part of the season, don't think you might not be a victim, or don't think that is going to make you immune to any kind of criminal activity. In fact, I think most of the individuals who said they were only open two, three, or four months out of the year were open during the fall season and the fall season is the peak season for vandalism. It seems to be the time of the year that a larger proportion of youth crimes occur.

Who is the victim? Farm retail businesses bordering on a US or a state or an interstate highway are far more likely to have a crime occur to them than operations that are bordered simply on county roads, the major difference being frequency of vandalism. I think that is because the operations on county roads are a little bit more isolated; many are the U-Pick operations to begin with and so they don't have as much traffic, and they are not as exposed to persons driving by who might attempt to knock over the business sign and do things of that nature. Vandalism seems to be the major difference between operations on US highways and those operations that are merely on the county roads.

Finally, who is the victim? Whether you are a large operator or a small operator in terms of your gross retail sales, there was no difference. I was surprised at that. I figured the fellow who had a gross retail sales of several million dollars and had a very large elaborate operation would have a lot more crimes occur to them than the fellow who may have a smaller operation. That is just not true. I was really surprised by that one. You look at shoplifting, vandalism, burglary, larceny/theft, you look at all those and there is simply no difference by the volume of sales that you have. I think that says something again to the smaller operator who might not think that he wants to spend the money or invest his own time in attempting to better secure his retail business. Proportionately it is going to cost you more if a crime does occur to you.

These results are very tentative. We would like to get back another 300 or so responses. We need those. I think we are really going to be able to do a job and help you out in terms of what types of security measures work and what types don't. If you are going to spend a couple hundred dollars putting in that alarm system, is it really going to do anything for you? Is it going to save you money because you don't have the vandalism occur or the burglary occur? That is one thing we would like to find out. So far we have some common sense ideas and they are fairly good ideas. We intend to test and see if they actually do work.

At this point I would like to give it back to Howard Phillips.

PHILLIPS:

We do hope to publish a detailed report on these surveys that you returned at some point in time. That is why it is important that we want more so they will more accurately reflect the situation. I'll give you one example in my presentation of how this helps to verify or not verify a particular crime prevention approach. Twenty years ago rural crime was not a problem in the rural United States, folks we still haven't come around to realize that crime is increasing at about a rate of 15 percent a year in the rural United States. Or about 500 percent in the last 20 years. That makes it a problem as serious as it was in urban areas back in the late sixties when we, as a society, started to seriously address the crime problem in the cities.

We realize crime is a site-specific operation, and your particular site may have some peculiarities or uniquenesses, and you will have to read between the lines, so to speak, to see what we are going to talk about here in crime prevention. One other observation I would like to make is that most rural law enforcement units train their officers to be effective in solving crimes that have already occurred. This is what we call a reactive strategy, and of course, one we want our law enforcement people to continue. However, this strategy alone is not likely to reduce the growing problem. That doesn't deal with the problem, it just contains it.

What we need is a proactive strategy. That is to do things to try to prevent crimes from occurring. It is in this vein that I want to spend the rest of my time. Now crime prevention can be viewed from

several vantage points. First we need to return to a state where people will not steal from each other or vandalize each other's property. Although this sounds like an idealistic kind of statement, as I've pointed out, we are only twenty years away from that particular situation. Some rural communities still enjoy this desirable situation. Any crime prevention program that will be effective in a given community, must begin by addressing the issue at the community level. We encourage you to urge your law enforcement officials and community leaders to undertake such a program. However, there are many things you can do personally and I want to talk about some of the alternatives. The first alternative that Joe alluded to here is many of you do not work with your law enforcement people. You may have good reason because in some cases they simply are not equipped to work with you. But in many cases they are equipped; so we would strongly urge as your first step, to contact your sheriff's department or local police department and find out if they have a crime prevention officer or a security expert to assist you in looking over your operations. Montgomery County, and Dayton for example have an outstanding crime prevention officer. I have to speak about Ohio because this is principally where I work.

Let's first talk about vandalism. Somehow, once you get as old as Joe, you quit that kind of thing (as a rule). But it is occurring with greater frequency. It is becoming more expensive. It equals burglary and exceeds shoplifting, bad checks, and a number of other kinds of property type crimes. So vandalism is no longer to be ignored. By the way, your road signs are your most often vandalized piece of property, however, it goes all the way from irrigation equipment to running down your produce or trees, etc. What can you do? The only thing we know to do at this point is first of all, encourage community level activity. But specifically you should remove all graffiti and writing and repair property damage as it occurs. The park service taught us something about that. They found they can markedly control or reduce vandalism by simply cleaning it up as soon as it happens. There is something about graffiti being on a wall to cause other people to want to write on that wall or seeing damaged property that causes other people to want to damage property. Woody Hayes talked about motivation last night and I think the next speaker on the program will also allude to that. What motivates people to follow suit, we don't know, but we do know that if we have this kind of problem.

Now one specific suggestion that we got back on the survey that may or may not appeal to you, is that of one enterprising entrepreneur who developed portable road signs. He simply puts his signs out in the daytime and puts them away at night. He admits it is a big pain in the neck, but he claims it saves him a lot of money in terms of reducing the problem. By all means report all incidents to the police because they simply can't establish patterns unless they know where and what crime is occurring. Sometimes they do a stake out, and sometimes they are successful once they know about the problem.

Let's look at the first overhead. I'm going to organize my comments around property line protection, entry protection, space protection, point protection, and alarms. Let me first talk about fences. It depends on

the nature of your business of course, but if you have a sizable operation, you may want to invest in a chain link fence around the entire area. One that is at least seven feet high around an area that can be secured is probably one of the most recommended type fences. Even if they can scale it, they still have a problem loading any amount of merchandise over a fence. If they can't penetrate the area with a vehicle, it does slow them down in that sense. Other fences also make it difficult for people to move in vehicles and load up and take off sizable amounts of merchandise. So fencing does have value. It also serves as a kind of warning about where your property lines are, and what area is probably under surveillance. To some degree walls and hedges do the same thing, except you have to be careful that they do not become obstructions to view so that people can hide behind them or remain out of sight while they break into your building. Most of us have shrubbery around our houses for example. Often we have big bushes under our windows, an ideal place for a person wanting to break in to do it unobserved; just get behind the bush, break the window, go in the house, come out the same way. Nobody can see. The bush is attractive; nobody would argue that, you simply have to look at these sorts of things.

Guard service. A few of you have operations large enough for a guard service. Some of the small operators, by the way, during certain peak seasons when they have a lot of produce, perhaps maintain a guard at the roadside site as a prevention against crime occurring during the peak seasons. Lights are another deterrent area and probably the most widespread one used. I am going to talk about that in a little bit.

Watchdogs. First I wanted to share this table on watchdogs from your survey. What it says is watchdogs do make a difference in terms of burglary. It doesn't affect other crimes, and that makes logical sense as you think about it. A watchdog doesn't prevent internal theft; it doesn't prevent vandalism, etc. A watchdog does reduce the likelihood of being burglarized according to what you report to us. For all operations with a watchdog, only 4 percent reported a burglary and 96 percent did not. Of those who did not have a watchdog, 23 percent reported a burglary and 77 percent did not. So it seemed to make a difference.

There is a great deal to know about the subject of a watchdog, and I don't presume to be all-knowing. I've learned a lot in the last year about watchdogs that I didn't know. For example, there are three kinds of watchdogs. The first one is the alarm dog. They are called yappers. Yappers are effective watchdogs in that they set up an alarm. They are small nervous dogs, too timid to attack anyone, but their high pitched yapping can be heard all over the neighborhood. Some of you would agree with that. These include a Chihuahua, a Pekinese, Pomeranians, Yorgies, Pugs, and Toy Poodles.

The second category is harassing dogs. Harassing dogs are somewhat larger dogs that bark at the approach of a stranger, and will snarl, growl, and threaten to nip or bite the stranger if he attempts to enter the premises. Certain breeds of dogs do have innate characteristics that make them good watchdogs. These include the Airedales, the Russian Wolfhound, Chows, Huskies, Snouzzers, Bloodhounds, English bulldog, Dalmation, and Labradors. These are dogs who have that kind of characteristic about them.

The third kind is an attack dog. These also are broken now into three kinds, a sentry dog is the kind that accompanies his master to locate prowlers and will attack only on command, or if he is attacked. He will stop his attack only on command. Interestingly, we got to thinking about that, and dogs are not like people. They don't need to finish a job if they are well trained, all you have to do is call them off. A second kind is a home or business protection dog who will be friendly to welcome visitors while his master is present, but will attack any intruder in his absence unless they are known family members or employees. He will also stop his attack on command. The third type is the guard dog, and a guard dog or the attack dog will work alone in an enclosed area. Many large operations when they clear out all the employees and so forth at night, will turn in an attack dog to clear the area. Military operations use these dogs and put them in a confined space and they will attack anybody who goes in except one person. They don't distinguish between owner, policeman, or burglar. It doesn't make any difference; they will attack anybody except their trainer. I should go ahead and say though that the third type of dog is a very specialized type of dog. It is not suited usually for roadside market operations because of the risk and the cost factor. They cost a great deal to maintain their training, and the risk is high. If your dog attacked somebody it would not be too different than shooting somebody. So this type dog is not appropriate but in most cases.

Lighting is the most widespread means used for reducing victimization by roadside people. Most of us agree that is a common idea and that lighting does protect in the sense that you can see if somebody is looking. You see light really doesn't help unless there is somebody available to see somebody, but the criminal is not sure. We know of specific instances where lights have helped criminals carry out the crime. So it works both ways. So lights alone will not guarantee you protection; it merely makes any perpetrator likely to be seen, and can be used along with somebody watching or some other kind of mechanism associated with it.

DONNERMEYER:

Let me add on that that we did a study of some households in an open country, coal county of southern Indiana. We found out that although lighting did deter a burglary, it seemed to encourage vandalism at times. It is as if the light sets up the target. We may find that to be true in several different areas, like in the retail area. That says something about how carefully you do have to design any kind of security you need for your operation.

PHILLIPS:

There are conditions associated with any prevention method. I mentioned watchdogs a little bit in detail in terms of what the research on farm markets shows here. On an ordinary farm or rural home, watchdogs have not proved to be valuable in terms of reducing the likelihood of being burglarized or of thefts or vandalism. That is probably caused because

most dogs people own are owned for pets and are not particularly trained to set off an alarm, often burglars become very adept at finding out if anybody is present. A barking dog doesn't particularly bother them; you can hear those any time and if there is nobody around to follow up it is of no use.

One of the physical security things you can provide is door protection. I have learned a great deal myself in the last two or three years from experts in this field. From a residence point of view, most houses can be easily broken into. In order how not to teach people how to break in I don't usually go into detail on that except to talk in terms of what people can do to keep them out. Solid doors are necessary. Many of our doors are hollow core doors or made out of pine or fir and can be easily kicked in. So it should be a solid door, and whether it is solid wood or solid steel depends on how many valuables you are trying to keep in there and how much money you want to spend. Types of locks. You have probably already heard a great deal about that. There is a lot of truth in it. You can buy very good locks today; they are expensive, but you can buy locks that most people can't break in to. Many of the locks that we have are very easily opened, particularly by a professional. By the way, the problems we are most concerned with are not caused by professionals. I should make that clear. So good security measures can markedly reduce your problem if it is caused by amateurs (as it is in most cases). Now the professional is very difficult to stop; fortunately there aren't too many of them. For overhead doors all you have to do is put a padlock right in the track near the first roller. You can stop anybody from raising, backing in, and loading up, this sort of thing. Most often burglars go in through the window rather than the door. Very few of you reported anyone going in through a door; they went in through a window. Windows should be of good condition; you can buy key locks for windows as you can for doors that are fairly inexpensive. Of course grates and grills, resistant glass, and alarms are helpful. There is a great deal of technology now being advanced that can help you if you have a problem. To many of you, the cost would exceed what you are losing. Alarms I will speak about in a minute. Almost any police or sheriff's department have experts on this kind of information.

Space protection from an interior point of view, in daytime is largely for protection against shoplifting, this sort of thing. Lighting at night helps to prevent burglary. I think many of you know that. Leave the place of business relative open, lighted inside. Your cash drawer open on your cash register and keep it relatively unobstructed so people can see in from the outside. These help reduce the likelihood that you'll be picked off. Key control. If you have a number of employees, it is very easy for people to make a copy of the key and just simply come in the door. The physical layout, you should take a look or have an expert look at your layout to see what it is you can do to make it more observable in the nooks and the corners. Of course cameras, mirrors, and employees can be trained to reduce shoplifting. Prosecution policy. Most of us never think of these sort of things until we have a guy pinned to the wall and we don't know what to do with him. Part of this requires us to give forethought and to have a follow up plan in mind if we should catch someone shoplifting. Some

of the people argue that the best policy is always to prosecute. You may have different feelings about that, but for your own protection there are rules to follow.

Point protection. Such things as inventory control. Many people don't really know in the hustle and bustle of a picking season and all this sort of thing, they don't have good systems to know what they have. It is difficult to know what they are losing. Displays, cash registers, the way cash registers are set up can do a great deal to prevent shoplifting in particular. Money handling. Many people have not addressed that problem and that leads to burglary, and it leads to robbery.

Alarms. There are a great many alarms and it is a subject in its own right, and I'm just not going to get into it. I am going to give you an alternative before I get done here. I was going to read you a bunch of things that you sent in. We asked you one of the questions to tell us what kinds of things you did. If I can find that I might share a couple with you.

DONNERMEYER:

While you are looking Howard, let me mention that one way that is found to deter shoplifting is for the owner or the employees at the operation of the store to make eye contact with customers when they come in. Apparently the eye contact sets up a situation of trust and rapport, and it actually deters, especially the amateur shoplifter, from going through with their intended mission. Simple eye contact or a friendly hello will make a lot of difference in many cases.

PHILLIPS:

Joe, why don't you pass out a couple of items we wanted to pass out and then we will conclude. What I want to recommend to you is a book that we were unable to get without having to pay for it in sufficient copies. You can get a copy and we are going to pass out a sheet with the address on it and the title. We found this very good. It is published by the National Criminal Justice Reference Service, Rockville, Maryland, and it is called Security and the Small Business Retailer. It covers all of the subjects we have covered in great detail. It has a check list for preventing everything from shoplifting to burglary that you can do yourself. I think even if you call your police officer out or your sheriff, the more you know about it, the more you can do for your own self. You can't depend on somebody else having all the brains and all the security ideas. I would recommend highly this publication to you. The sheet that is being passed out to you has the address. The publication is free. All you have to do is write for it.

There are other helps on that list as well from the Small Business Administration. Every major city across the country has a Small Business Administration Office, where copies are usually available. Or you can simply

write to the office for them, and they will send you them. We listed three publications that might be specifically related to your end. I would encourage you as my final note, if you can't find anybody to answer your questions, we'll help you. We are in National Rural Crime Prevention Center and we do contact people across the United States. We'll help you find somebody to address your problem. But your best bet is to get acquainted locally. In most towns they are very willing to help. If you live in the state of Ohio, feel free to call us through the Extension Service here, and one way or another, we'll find you an expert. We do have them all over this state and I don't think they are unique in this state. I think most states have them. We thank you very much for your attention. Joe and I are going to be around most of the day, if we can talk to you privately, we will be most happy to do so. Thank you very much.

SELECTING AND TRAINING EMPLOYEES

L. J. Taylor
L. J. Taylor, Inc.
Hillsdale, Michigan

I saw what Joe and Howard would be doing here (I read about it in advance) and I said to myself, "I have to do my part in the segment, and take a look at the selection of employees in days like this where vandalism and pilferage, is so great." May I remind you, the American business system is held together by faith and trust. The number of deals that do not have your signature on the bottom line is fantastic. "Fred, will you save thus and so for me?" "Sure, Mary. When will you be here?" When Mary comes and asks for it, and you say, "I forgot all about you, kid, Sorry." You do that too many times and Mary isn't going to come back--we build our relationships on trust. That is the basis on which our whole system works.

We get the notion that the majority of Americans are going to hell in a hand-basket. I don't think that is true. Most of our trouble comes from the minority. As I deal with people from one side of the country to the other, I find they are rather remarkable, fine people. In general, I have a theory (and I can't substantiate it) that, for some strange reason, we steal less in a culture when we have the least; we steal more when we have the most. I live in a college town and have worked for college for 14 years, and I saw the steady depreciation of morals and values in the fine young people who come to that college--upper-middle and upper class people, except for the football players. It is interesting to see the vandalism that goes on at a fine college. I helped build the gorgeous conference center that they have there, and it breaks my heart when some stupid son of a gun gets into that facility and paints something on a wall, or tears up something. The times have changed; we have over-indulged our own children.

One of the problems is we are up against a society in which there is a strange confusion and a changing values. Dan Yanklovich says that we have not created a society that strengthens individuals. If I am going to be strengthened as an individual, I must have a sense of worth--of self-esteem. Take that away from me, and I am weak. I have to have a clear-cut sense of identity. Who am I? I have to be able to stand tall, whether I am vice president of a college or a maintenance man. I have to have the belief that my actions make sense, and that they have meaning. Incidentally, they pay me for coming here. But I don't come here because they pay me; if you see what I mean. I'm doing something; I'm trying to do something that has meaning to me. I'm hoping, hoping, hoping that I could say something that helps somebody get one idea, just one little idea that would have meaning for him. If I can, then my visit makes meaning for you and my